
TECHNOLOGY AND COMMUNICATION

-BY

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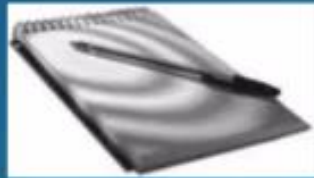
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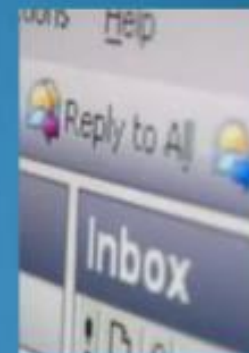
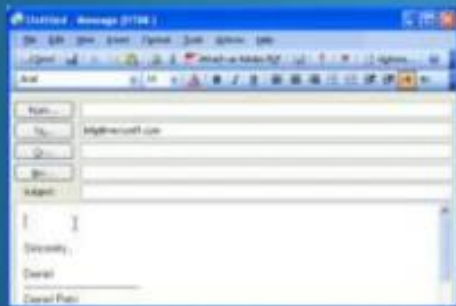
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IMPACT OF TECHNOLOGY ON COMMUNICATION

Without Technology (about 15 days)



With Technology (about 15 seconds)



IMPACT OF TECHNOLOGY ON COMMUNICATION (Contd.)

- Development of modern communication devices
- Increase in the amount of data
- Speed
- Global Village
- Decreasing the cost of communication
- New way of doing business
- Emergence of the Digital Economy

ELECTRONIC MEANS OF COMMUNICATION

- Use of technology has become indispensable (necessary) to work in a competitive environment.
- Following are few of mainly used technologies:-
 - E-Mail
 - SMS (short message services)
 - Teleconferencing
 - Video conferencing
 - Skype
 - Social Media

E-MAIL (ELECTRONIC MAIL)

- Facilitates fast , convenient flow of information among users at various locations and time zones.
- Increases efficiency.
- Reduces Cost.
- Reduces Paper Waste.
- Lotus Notes & Microsoft Outlook are mainly used email exchange servers for corporates.
- Gmail, Yahoo, Hotmail are mainly used free email exchanges servers for internet users for formal or informal information.



SMS (SHORT MESSAGE SERVICES)

Features of SMS include:-

- SMS supports several input mechanisms that allow interconnection with different sources and destinations of message.
- With SMS, an active mobile handset is able to receive or submit a short message at any time, independent of whether a voice or data call is in progress.
- SMS guarantees delivery of the message by the network. The temporary failures due to unavailable receiving stations are identified, and the short message is stored in short messaging service centre (SMSC) unit the destination device becomes available.
- Its out of band packet delivery and low-band width message transfer, results in a highly efficient means for transmitting short bursts of data.
- Additional services like e-mail, fax, paging integration, interactive banking, etc are available in latest mobiles.
- Additional facilities like instant messaging, gaming and chatting is also available.

TELECONFERENCING

Advantages

- One of the major advantages of teleconferencing is its potential to reduce the costs of group meetings. It can save travel costs.
- People who would not normally attend a distant meeting can easily participate and present their views.
- Follow-up to earlier meetings can be done with relative ease and little expense.
- Compared with actual meetings, the socializing process is very minimum. Consequently, it can reduce the time and attention utilized in the socializing process.
- Compared with actual meetings, meetings through teleconferencing are shorter and more oriented and focused to the primary purpose.
- It is particularly satisfactory and suitable for simple problem solving, information exchange and procedural tasks.
- Participants are generally better prepared and focused than for attending actual meetings.

VIDEO CONFERENCING

- Provides businesses with the ability to meet and to work with others.
- Reduces travel cost and time.
- Gives all benefits of face to face meetings.
- Can be one to one, one to many & many to many
- Can be used for training to users, conducting interviews etc.
- Helps in speed up the decision making.

SKYPE

Features of Skype include:-

- It permits the facility of instant messaging by which one can be in constant contact with colleagues or associates, allowing for queries and questions to be made and answered immediately, whether they are sitting in the same premises or in any corner of the world.
- It also offers the facility of screen sharing that gives a way to share information browser window or give presentations with others through skype.
- Skype enables one to have more than two people per call. This arrangement is excellent for conference calls where more than two persons are interacting simultaneously.
- The feature of call forwarding on Skype permits the user to send any message or missed calls on to mobile. This ensures that the user do not miss any important opportunity.

SOCIAL MEDIA

- FACEBOOK
- TWITTER
- YOUTUBE
- LINKEDIN
- BLOGS
- GOOGLE+, etc.