IMPACT OF TECHNOLOGY ENABLED COMMUNICATION

University of Mumbai Syllabus
FYBCom Business Communication

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IMPACT OF TECHNOLOGY
ENABLED COMMUNICATION
Various forms of Technology enabled communication used today include

- Internet
- Blog
- Twitter
- Facebook
Internet

**Advantages**
- Decreased Inhibitions
- Increased opportunities for isolated and disabled people
- Vast information
- Base for E-Commerce
- Interest based communities
- Online Chat
- Provides Platform for downloading software

**Disadvantages**
- Open access to personal information
- Pornography
- Spaming
- Lack of conflict resolution
- Loneliness
- Internet addiction
Blogs

BLOGS - Short for Weblogs. They reflect the interests, thoughts and opinions of persons.

Types of Blogs:

• Personal Blogs – Ongoing diary or commentary
• Collaborative /group blogs – posts by more than one author
• Microblogging – posting of small pieces of digital content
• Corporate/organisational blogs – meant for business purposes
Blogs

Advantages

• Start a new business
• Garner more clients to existing business
• Become better writer
• Become published author
• Get immediate feedback
• Learn more about a group of people

Disadvantages

• Time consuming
• Finding topics to write about
• No guarantee of income
• Misunderstandings and disagreements
Emails

Emails are electronic messages that work like writing letters.

Email Etiquette:
• Include a clear and direct subject line
• Use a professional email address
• Think before clicking on “Reply All”
• Use professional salutations
• Use exclamation points sparingly
• Be cautious with humour
• Reply to your emails
• Proofread every message
• Add the email address last
• Double check the recipient.
Moodle

Modular Object Oriented Dynamic Learning Environment (MOODLE)

It is an E-Learning tool that facilitates communication amongst all the parties involved in the educational programme.

Features:

• Making files and folders available to course participants
• Collecting resources of any kind with a database
• Attaching files to forum posts
• Importing and linking resources to and from external repositories/portfolios.
Moodle

**Advantages**
- Helps teacher as an organisational tool
- Various content formats can be uploaded and made available for all
- Allows for communication between instructor and students
- Communication ranges from forums, blogs, chats to messages

**Disadvantages**
- Can be a technological challenge for some
- Adult learners might be resistant and hesitant
- Does not provide face to face learning
Social Media
Web based communication tools that enable people to interact with one another.

Advantages
• Facilitates open communication
• Allows employees to discuss ideas
• Opportunity to widen business contacts
• Targets a wide audience
• Improves business reputation
• Expands market research, implements marketing campaigns, delivers communication and directs interested people to specific websites.

Disadvantages
• Easy for hackers to commit fraud
• Increases risk of people falling prey to online scams
• Lost productivity if employees are busy updating profiles
WhatsApp
Messaging app for smartphones

Advantages
• Free messages to any part of the world
• Easy to use
• No advertisements
• Can share your location, photos and status with friends

Disadvantages
• Meant only for smartphones
• Needs access to internet
• Can be annoying due to constant messages
• Is a privacy threat
Facebook

Advantages
• Well designed website
• Can share videos with millions
• Access to App store and free gaming facilities
• Easy access to other websites

Disadvantages
• Addicting
• Easy to have fake profiles and IDs
• Can be discriminatory and racist
• Can fuel conflicts between people
• Easy access to personal information
• Can be a waste of time
Twitter
Microblogging service that enables to broadcast social messages

Advantages
• App for smartphones
• Can follow anyone and vice versa
• Provides SMS notification
• Can use Twitter ID to log into other sites

Disadvantages
• Fake accounts
• Spam problems
• Overloading problems
• Addiction
• Provides only 280 character limit