

RIZVI COLLEGE OF ARTS, SCIENCE AND COMMERCE
Off Carter Road, Bandra West, Mumbai 400050.

IMPACT OF TECHNOLOGY ENABLED COMMUNICATION

University of Mumbai Syllabus
FYBCom Business Communication

Prepared by
Mrs Preeti Bambolkar
Assistant Professor
Department of English

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
- Spamming
- 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