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*Department of Information Technology*

An Individual activity submitted in partial fulfillment of the  
requirement for the subject  
Introduction to Computer Interaction

CEIT-37-203A

ITP120

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04/21/2022

# How technology improves our communication

- On the one hand, technology affects communication by making it easier, quicker, and more efficient. It allows you to track conversations and therefore provide better customer service. Tech also makes it easier to gather customer insights and improve the entire customer experience.

## Here are some of the benefits of Technology Improve Communication in Daily Life:

### 1. Better Interaction

Communication is instant now. It is how technology has affected communication in the modern world. We were expected to wait for several days and even months to receive a reply from the other side in earlier times. This modern era has eliminated this requirement. Technology has come up with new ways of communication; online means being the most prevalent one. It is common to meet people of different cultures and communities on online forums and instantly communicate with them. Chat rooms and discussion forums enable people to meet each other without having to be there in person. This has given them much more flexibility when it comes to dealing with social anxiety. Online relationships are now becoming a social norm.

### 2. Speed

Speed is clearly the biggest improvement communication has experienced through technology. Modern communication is instant. You receive the message the other is trying to convey within milliseconds. Wireless signals, satellites, undersea cables, and other advanced technology helps communication by ensuring instant messages and other forms of data to any location on the planet. It also means the user doesn't have to be physically present at specific places like the post office or mail room. Instead, he can send the message from the comfort of his home or anywhere his phone finds a signal.

### 3. Reliability

Electronically transmitting these messages is much more reliable than using physical letters. Chatting apps are a norm now, which eliminates the possibility of an error happening in the transmission. As long as data lines are secure, you can rely on your device to convey the message on the other side. However, it can get hindered due to glitches and errors from weather conditions or human faults. There is one risk of hackers trying to steal data and information shared on communication platforms. However, most messaging platforms like WhatsApp come with end-to-end encryption, making it hard for the developers to decrypt them.

### 4. Easy Self Service

Another example of technology improving communication includes easy self-service. It allows customers to order products using voice commands on IoT quickly. They can also try out the products using augmented reality without interacting with company associates and employees. Most information and queries related to products and services are available easily on the company's website. The customer can seek an **answer by visiting the forum or**

knowledge base on the website. Some companies also provide video tutorials, articles, walkthrough guides, onboarding emails, etc.

## **5. Marketing**

Technology improves communication and is improving rapidly every day. Smartphone users have been increasing and have now marked 3.8 million users in 2021, as stated by Statista. If a company wants to reach this audience and beat its competitor, it can't rely on a traditional marketing way. The competition in marketing has increased significantly, given the number of methods available to reach the target audience. Some trending ways include SMS marketing, paid Facebook and YouTube ads, email marketing, app ads, Google ads, banner ads, game ads, full-screen/interstitial ads, and sticky ads.

## **Communication before there's no Technology**

- he older methods of communication were cave paintings, smoke signals, symbols, carrier pigeons, and telegraph. The latest and modern ways are more convenient and efficient. For example, Television, Cell Phones, Internet, E-mails, Social media, and Text messaging.

### **Communication Before there's no Technology**

Communication has been an essential part of our lives since the beginning. It develops understanding among people. The Evolution of Communication is an ongoing process. With the advancements of modern technology, communication methods have been changing. Life would have been so hard without communication. Solving problems, writing, reading, understanding, all of these would be impossible without communicating. We have been using different communication methods. These methods helped us deliver almost everything. Many of us can still remember what life was like prior to the communication technology influx of the 1990's. Land line telephones were the only communication technology that people personally possessed. All other communication was done in person or through the postal service. Technology on the whole was, of course, much more minimal several decades ago. There are mixed feelings about what it has done to us as a global society to leave behind these more simple times. It is the opinion of many people that the abundant presence of communication technology in our present time has made us more anxious, disconnected and unhealthy.

Before communication technology went digital and pagers, cell phones and personal computers emerged, there were different ways of approaching life. Presently, one of our most universal excuses for always having our cell phones on us is for the event of emergencies. This necessity did not apply several decades ago. In the past, people lived with the understanding that if they stayed close to home, they would remain in closer touch with their friends and family. If they moved away, their contact would be limited. This was

simply part of the human condition and people did not fret over it. There are two types of communication

1. **Verbal communication**- is also known as spoken communication. It includes face-to-face interaction. Television, radio, and other media can also be counted in this type. For example, every day we greet other people at work. This is an example of verbal communication. It requires interpersonal skills

2. **Non Verbal Communication**- This type of communication generally involves body language and gestures. Non-verbal does not use words to communicate. The type of communication is very important in the organizations. For example, postures and body language is evaluated in interviews and meetings. This particular skill can make or break the relationships of the person at personal as well as at the professional front.